PURPOSE-BASED ADAPTIVE RENDERING RULE

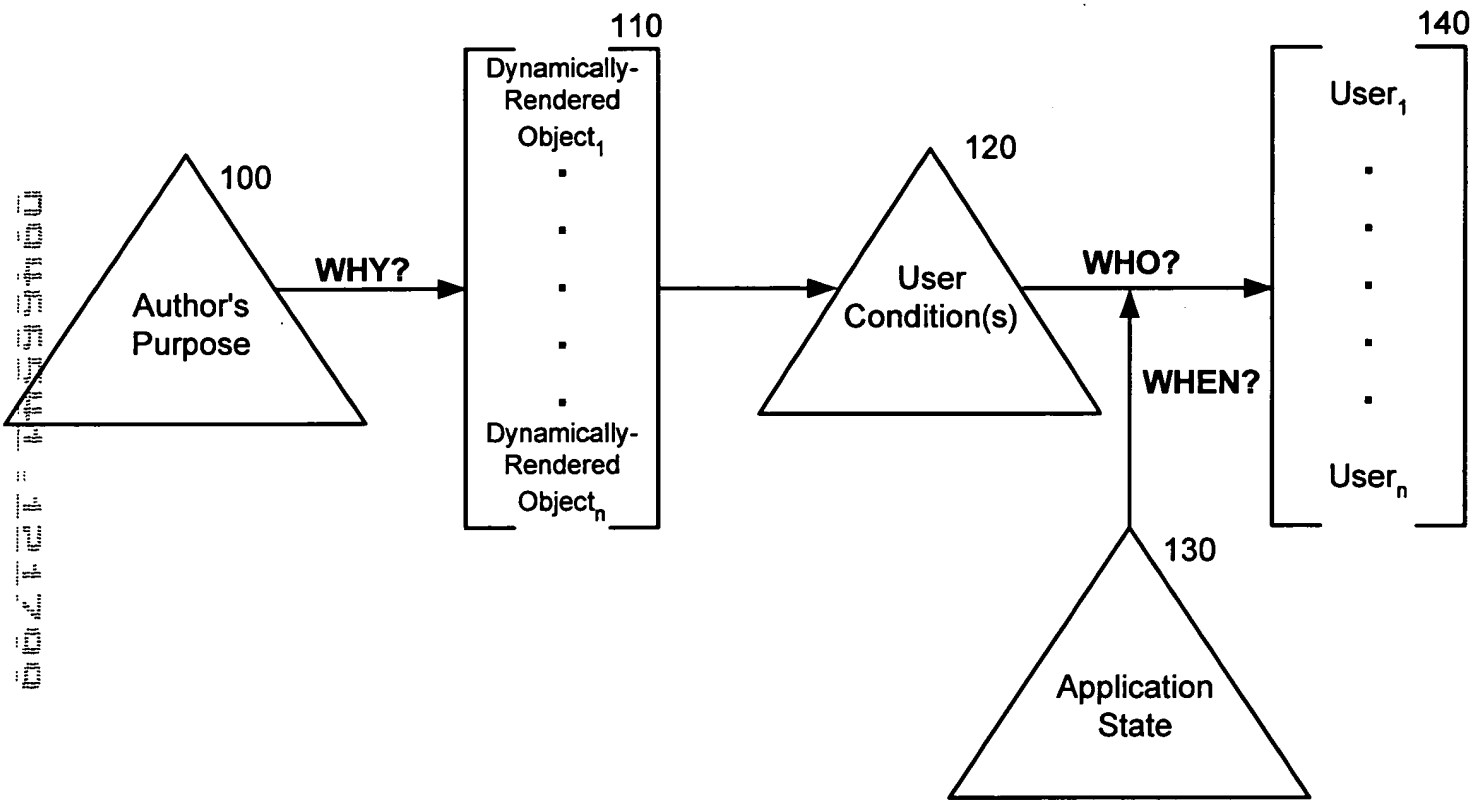


FIG. 1

SYSTEM ARCHITECTURE

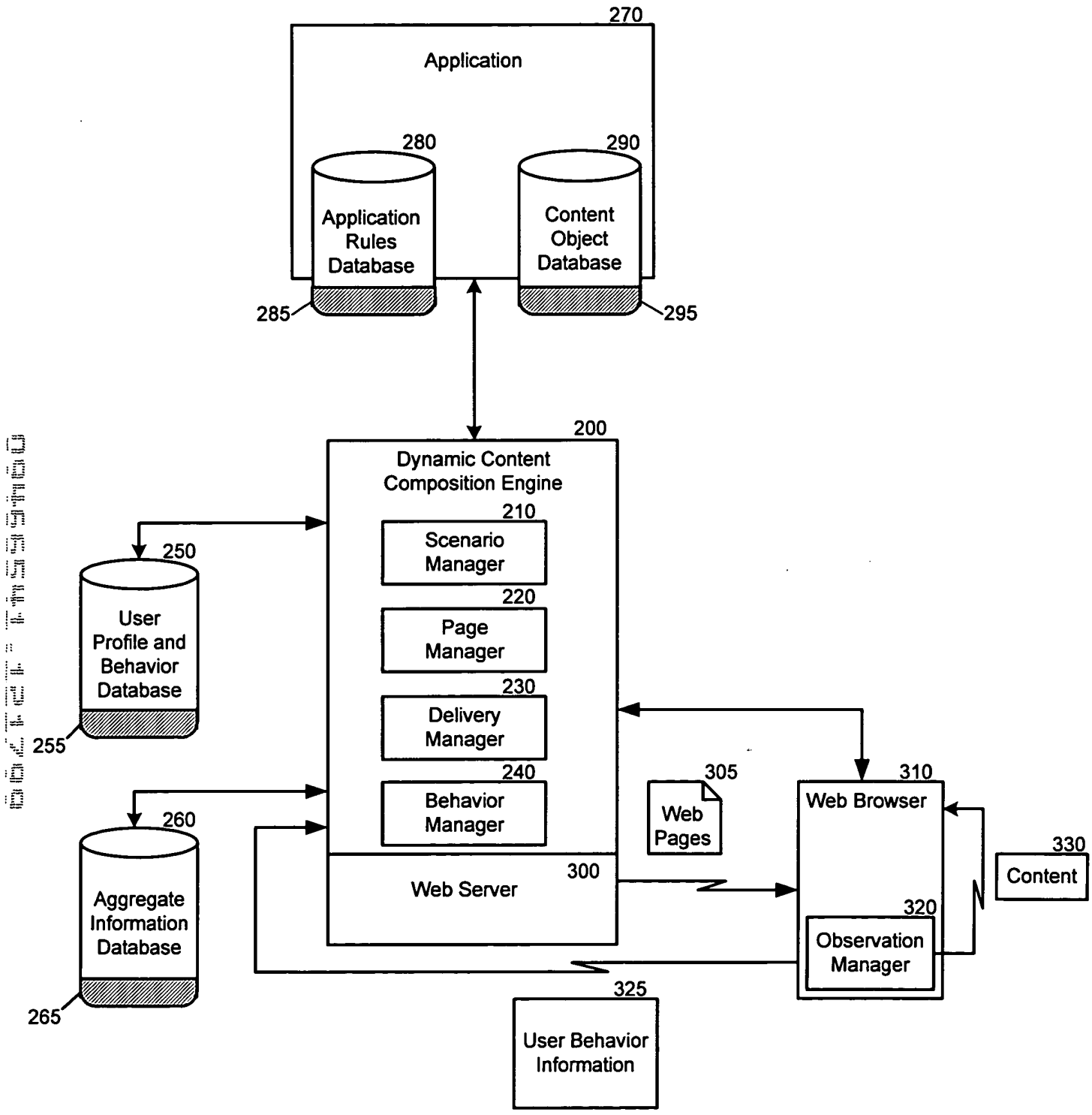


FIG. 2

CONTENT OBJECT HIERARCHY

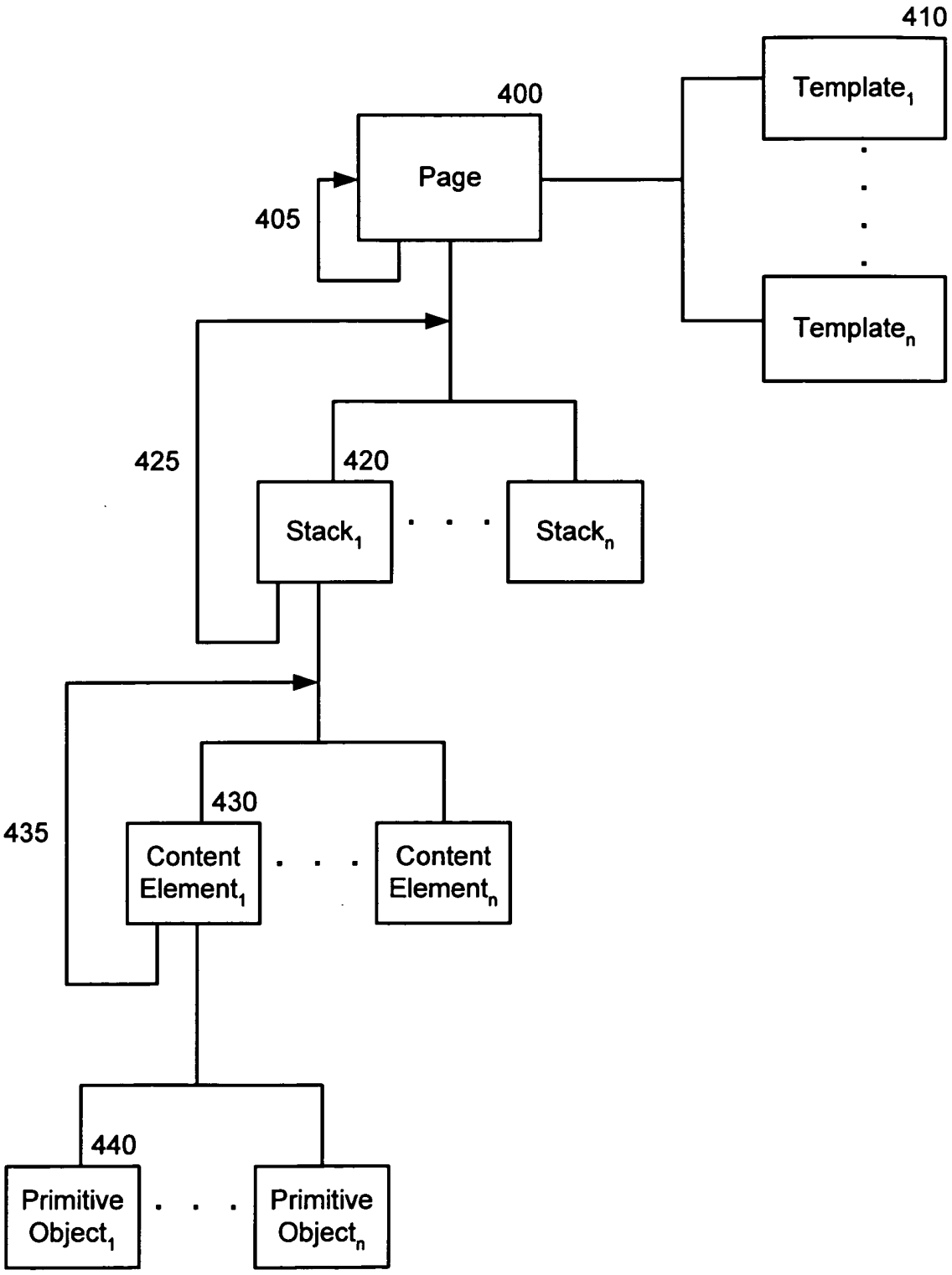


FIG. 3

CONTENT ELEMENT REPRESENTATIONS

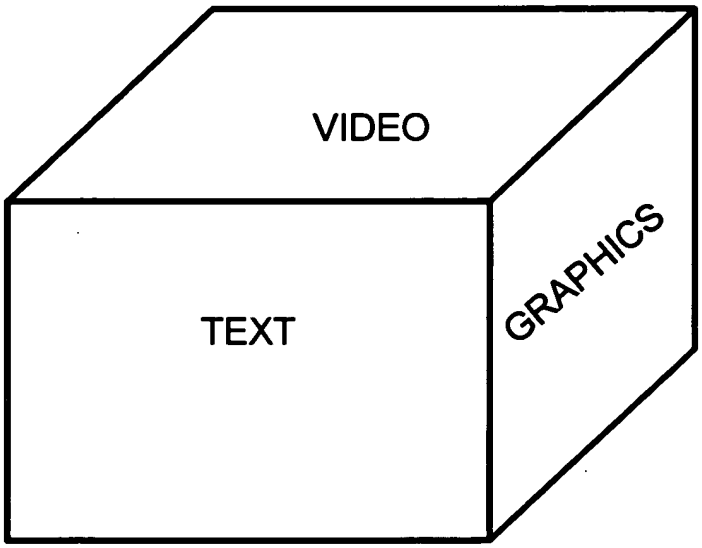


FIG. 3(a)

HYPOTHETICAL WEB PAGE TEMPLATE

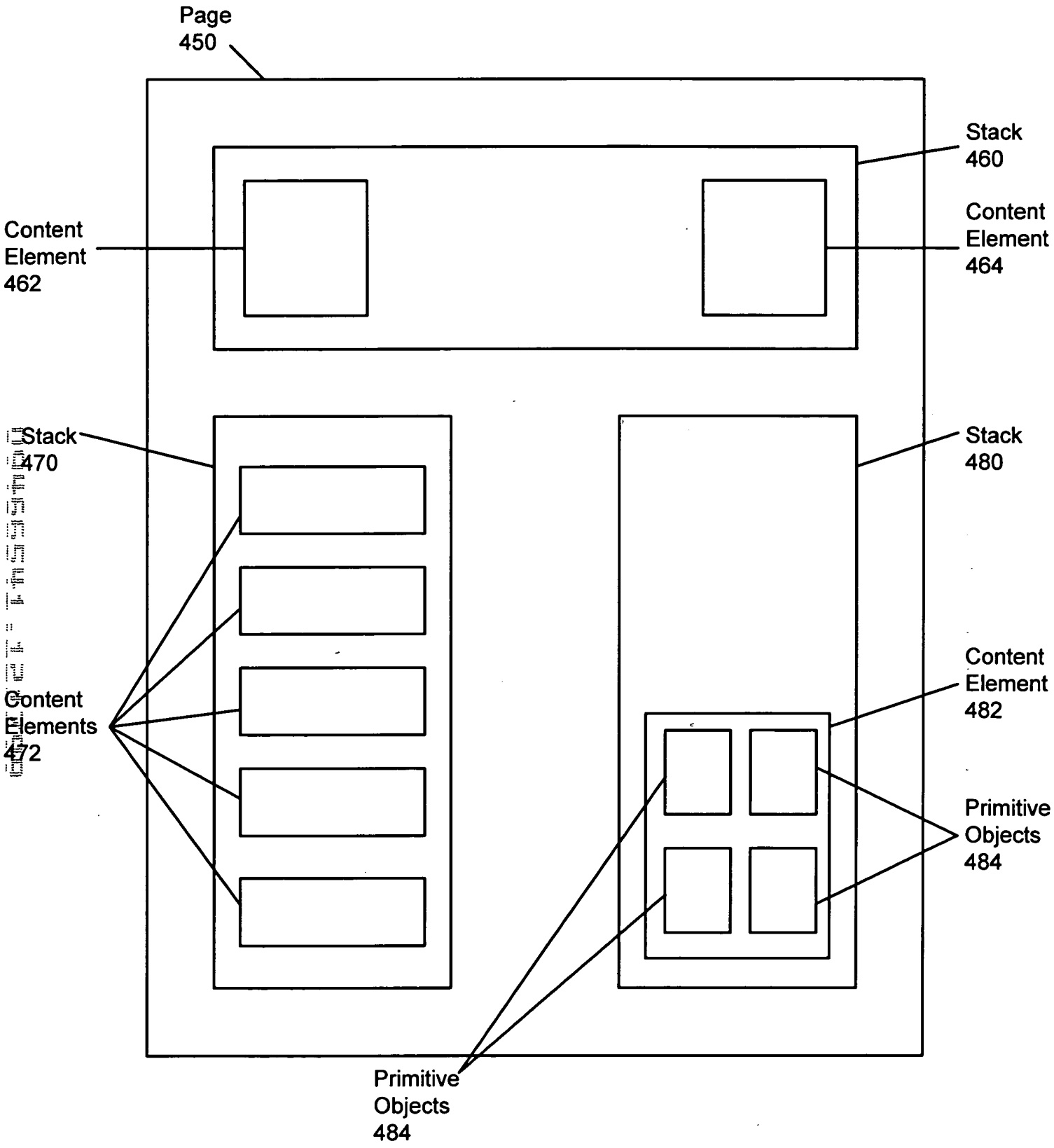
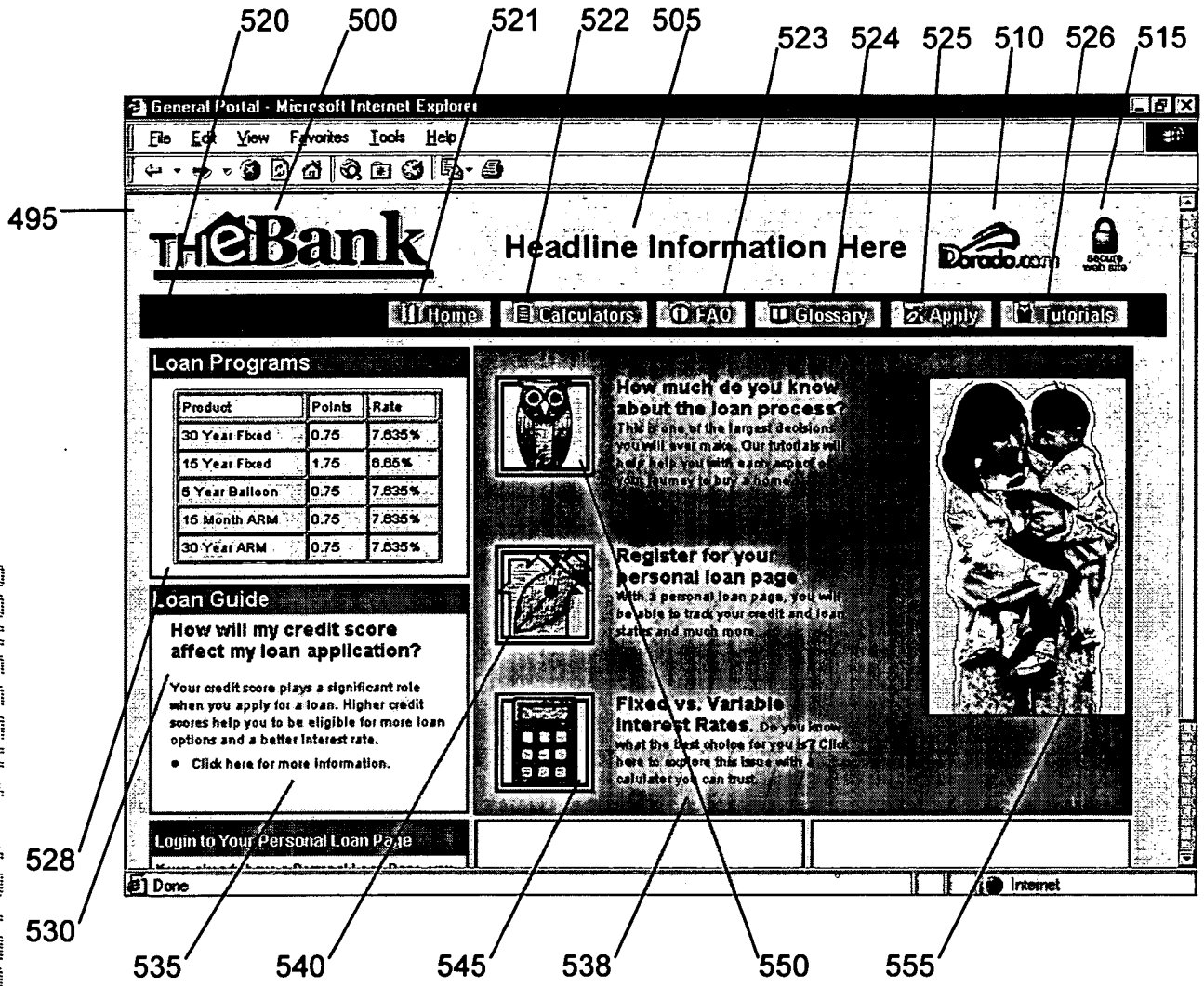


FIG. 4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7.635%
15 Year Fixed
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6.65%
5 Year Balloon
0.75
7.635%
15 Month ARM
0.75
7.635%
30 Year ARM
0.75
7.635%
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How will my credit score affect my loan application?
Your credit score plays a significant role when you apply for a loan. Higher credit scores help you to be eligible for more loan options and a better interest rate.
Click here for more information.
How much do you know about the loan process?
Register for your personal loan page
Fixed vs. Variable Interest Rates.
Login to Your Personal Loan Page
Done
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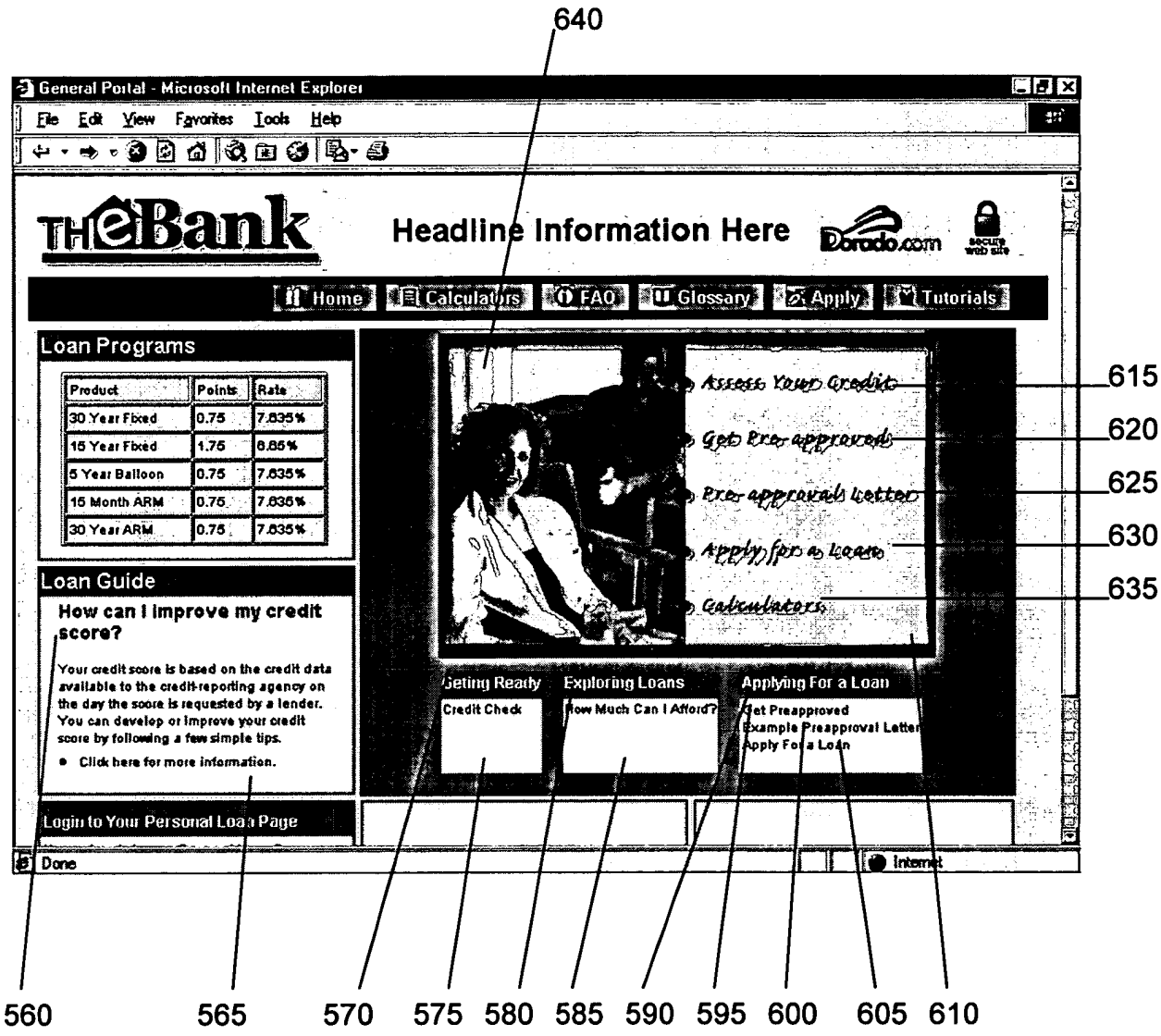
FIG. 5(a)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5 Year Balloon
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15 Month ARM
0.75
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30 Year ARM
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7.635%
Loan Guide
How can I improve my credit score?
Your credit score is based on the credit data available to the credit-reporting agency on the day the score is requested by a lender. You can develop or improve your credit score by following a few simple tips.
Click here for more information.
Login to Your Personal Loan Page
Assess Your Credit
Get Pre-approved
Pre-approval Letter
Apply for a Loan
Calculators
Getting Ready
Credit Check
Exploring Loans
How Much Can I Afford?
Applying For a Loan
Get Preapproved
Example Preapproval Letter
Apply For a Loan
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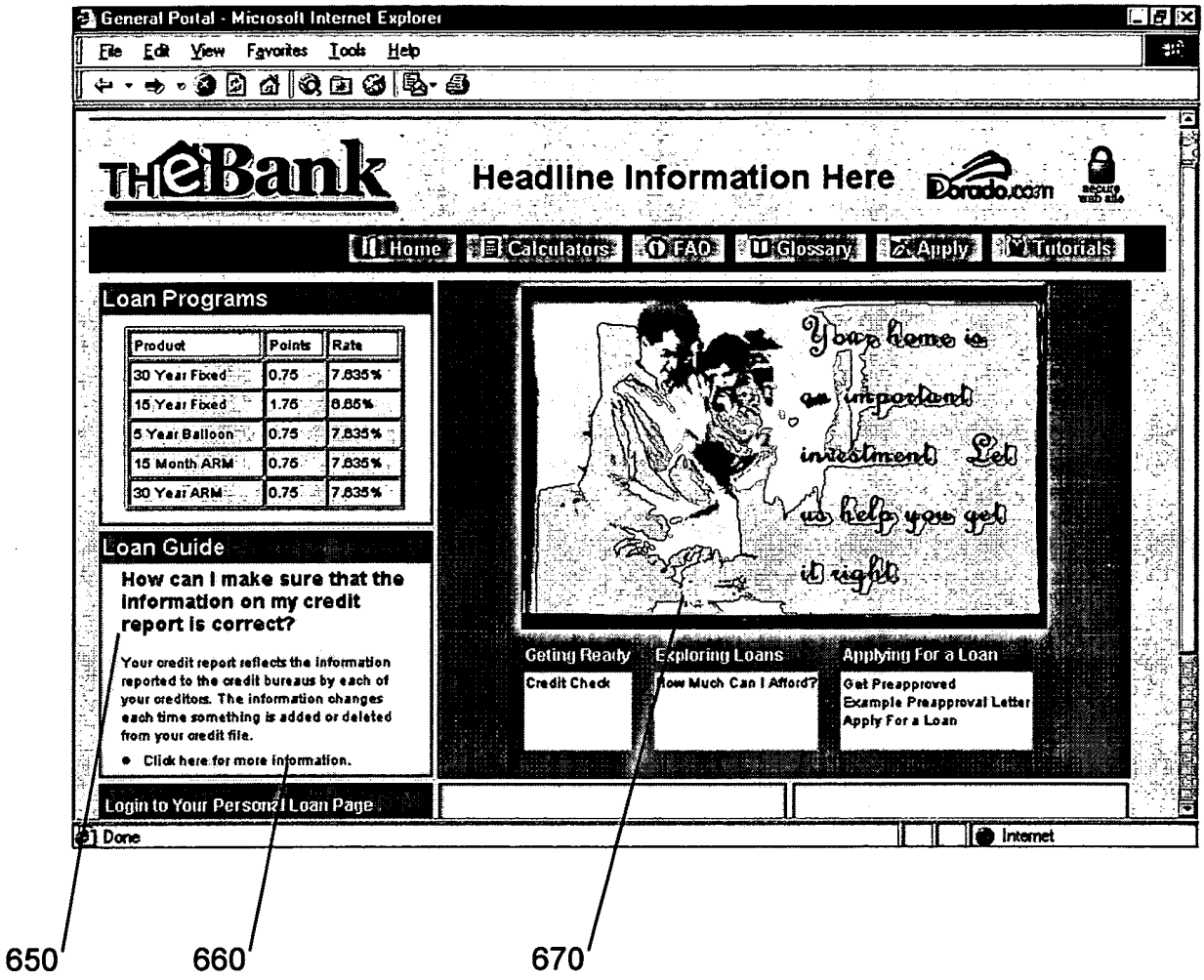
FIG. 5(b)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8.85%
5 Year Balloon
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7.835%
15 Month ARM
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7.835%
30 Year ARM
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7.835%
Loan Guide
How can I make sure that the information on my credit report is correct?
Your credit report reflects the information reported to the credit bureaus by each of your creditors. The information changes each time something is added or deleted from your credit file.
Click here for more information.
Your home is an important investment. Let us help you get it right.
Getting Ready
Credit Check
Exploring Loans
How Much Can I Afford?
Applying For a Loan
Get Preapproved
Example Preapproval Letter
Apply For a Loan
Login to Your Personal Loan Page
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FIG. 5(c)

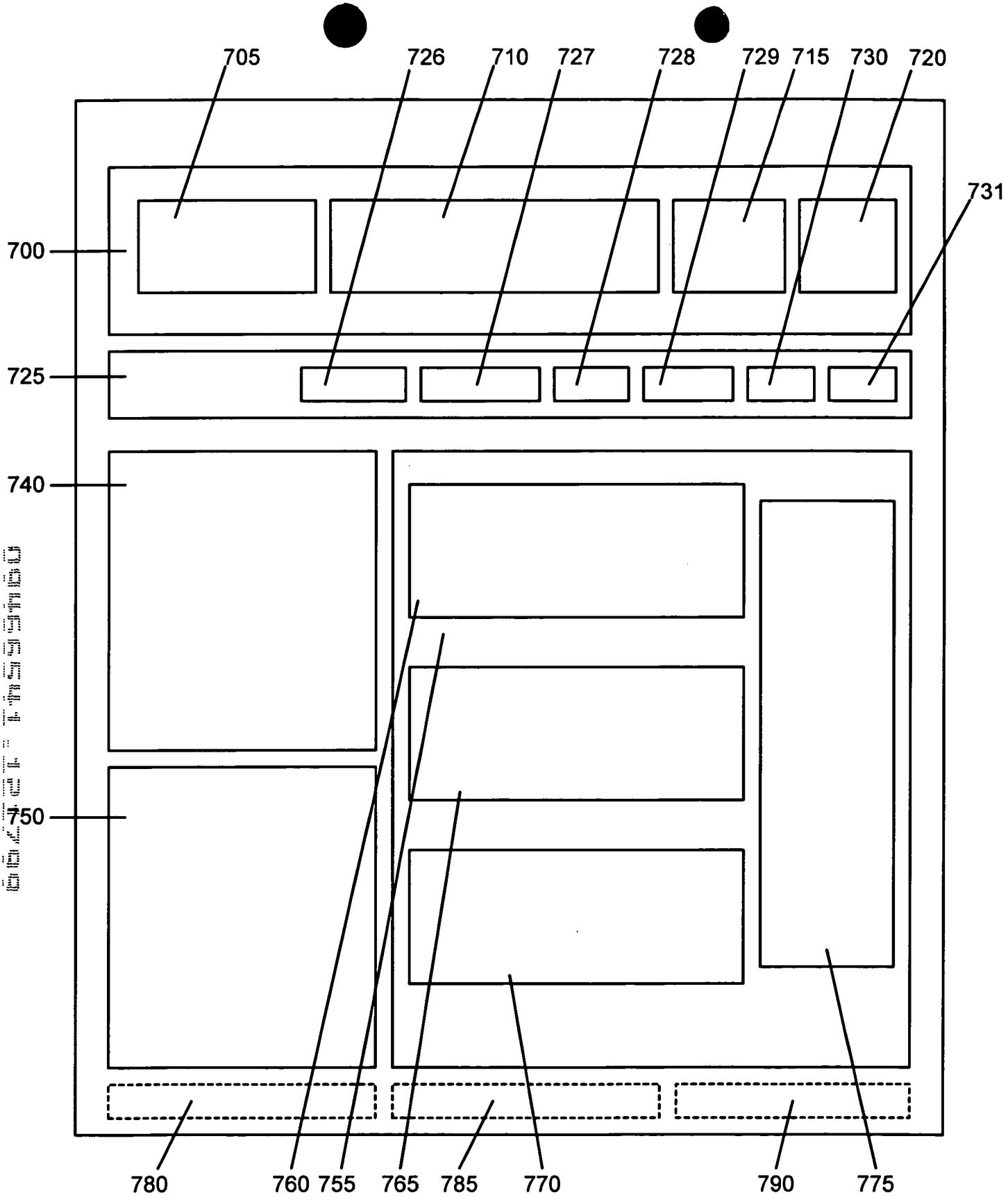
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FIG. 6(a)

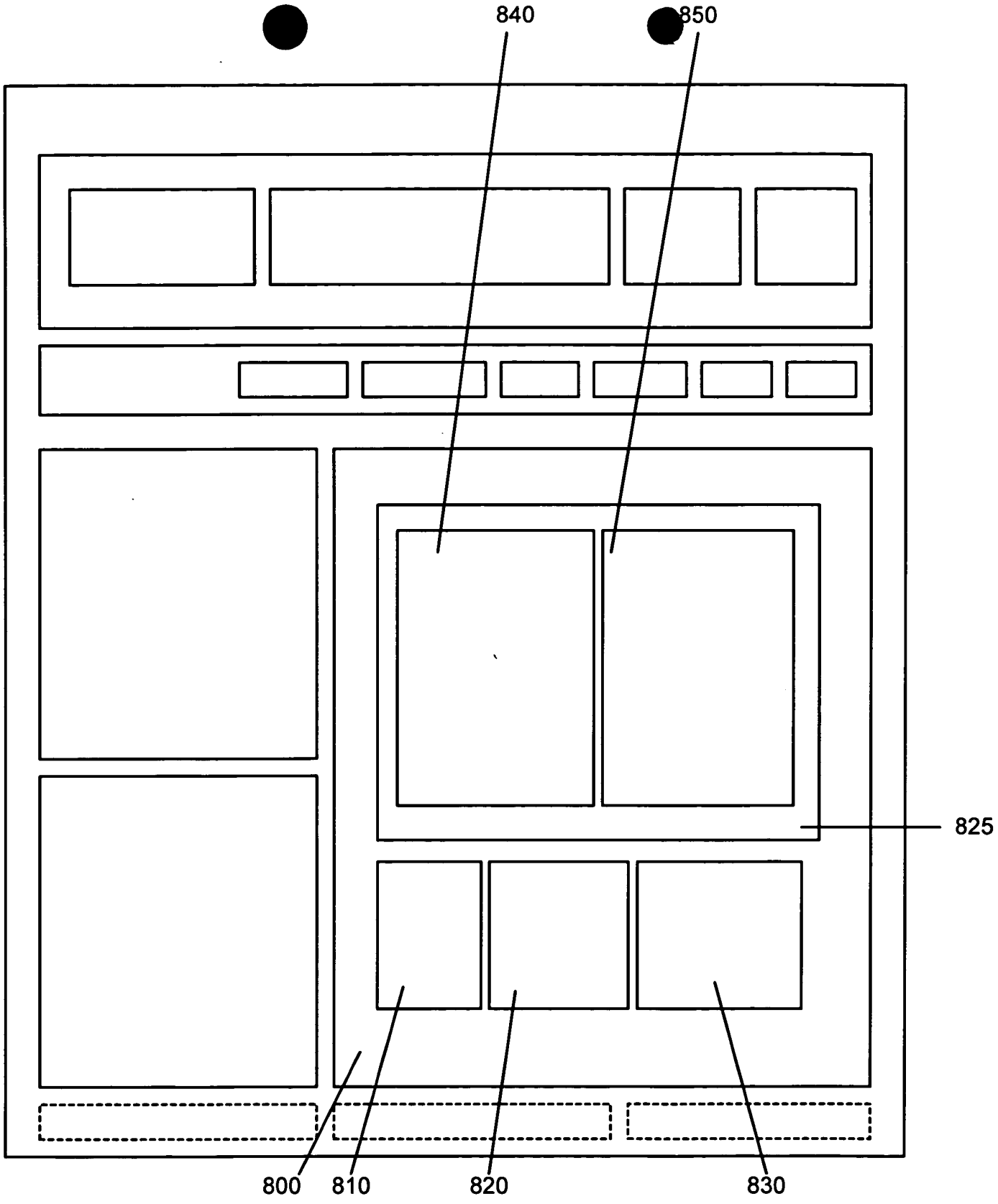

FIG. 6(b)

WEB PAGE NAVIGATION MAP

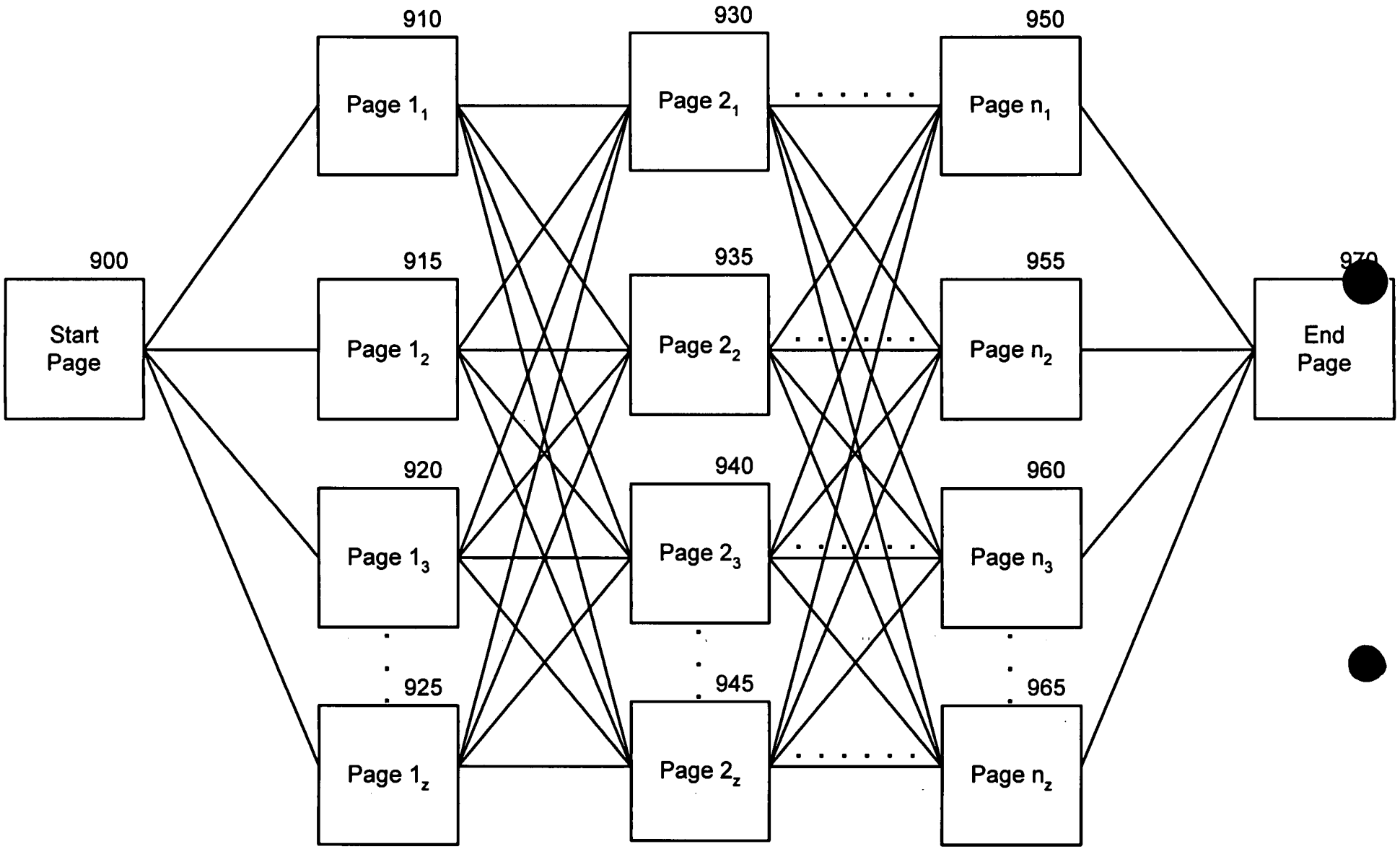

FIG. 7

DYNAMIC CONTENT COMPOSITION ENGINE

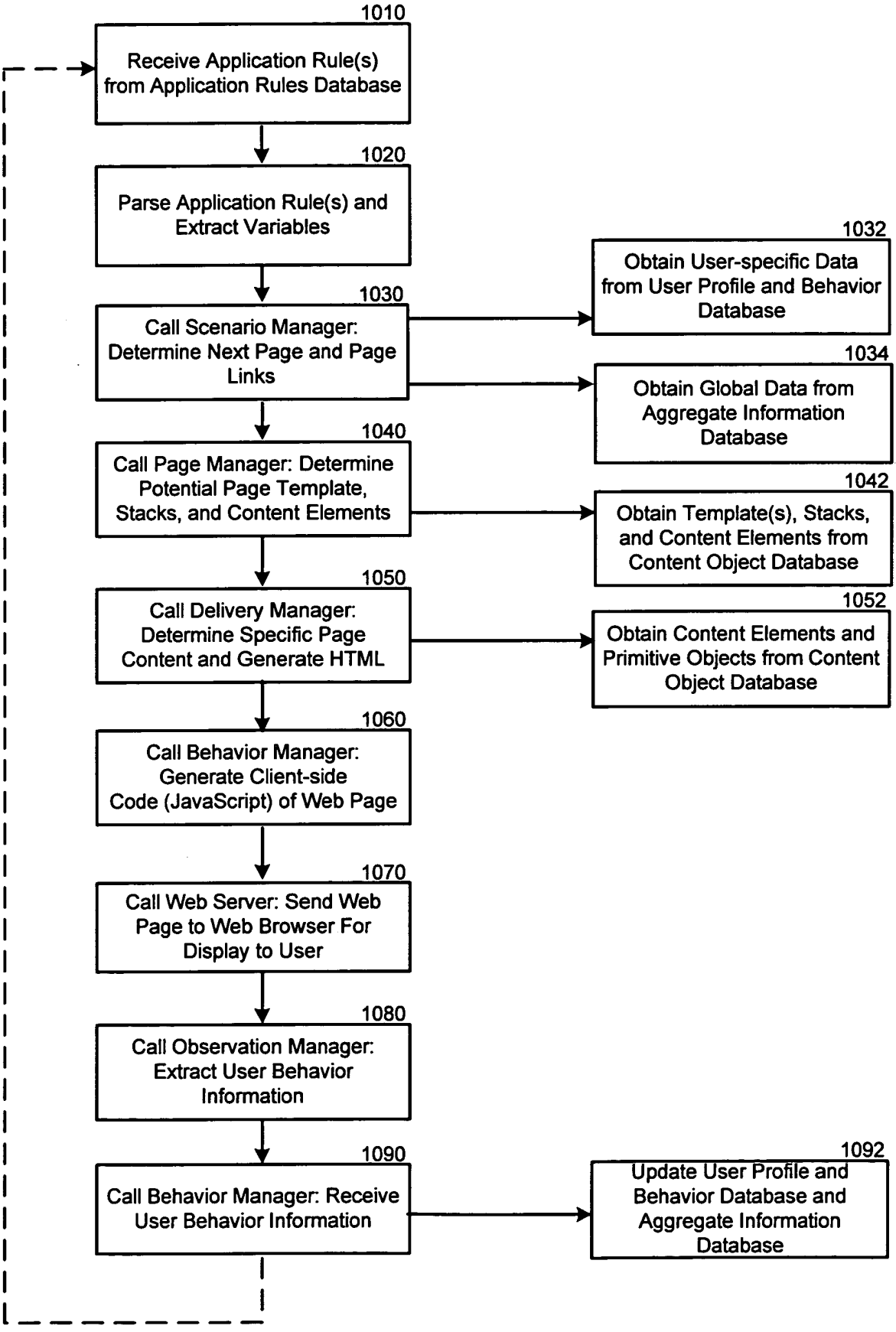

FIG. 8

SCENARIO MANAGER

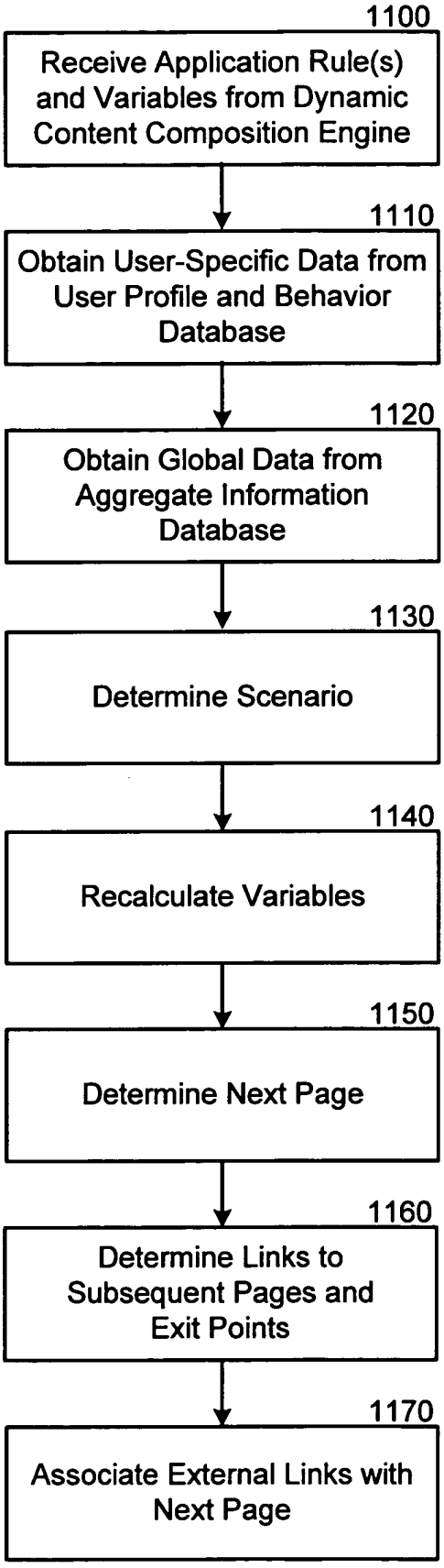

FIG. 9

PAGE MANAGER

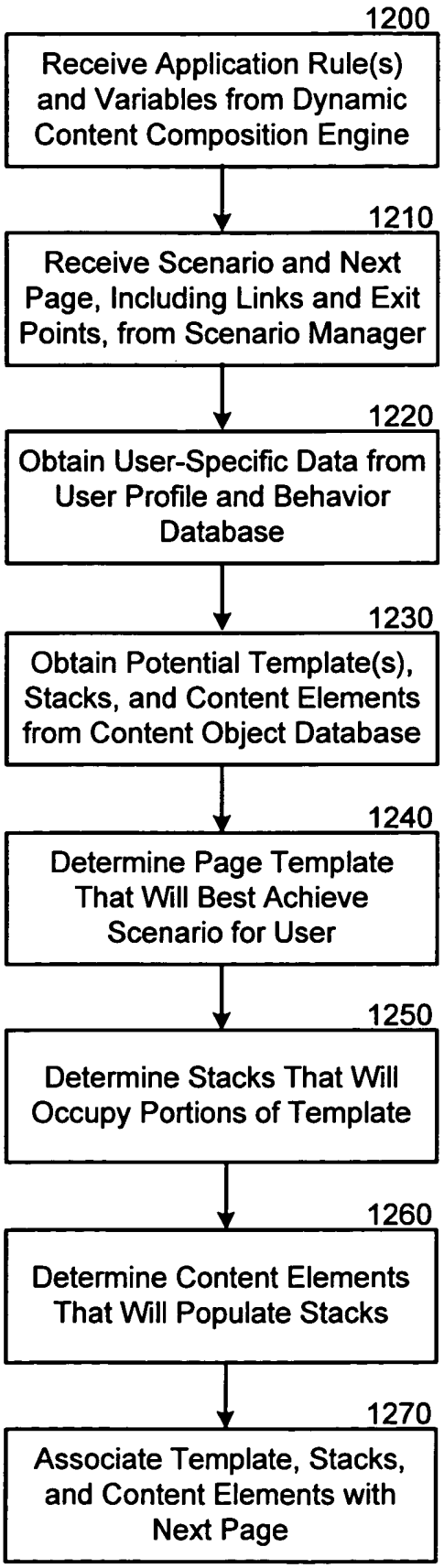

FIG. 10

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DELIVERY MANAGER

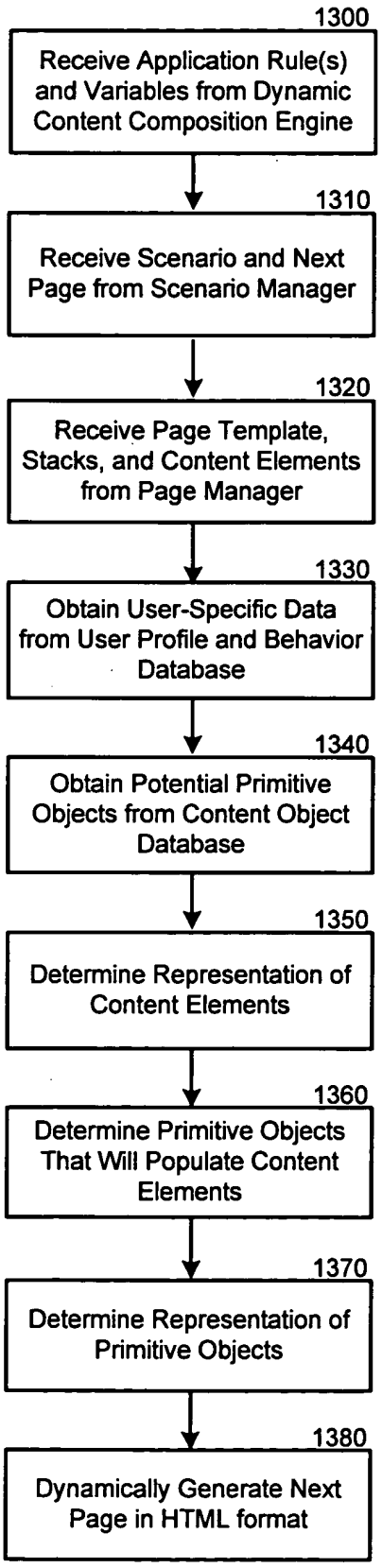

FIG. 11

BEHAVIOR MANAGER

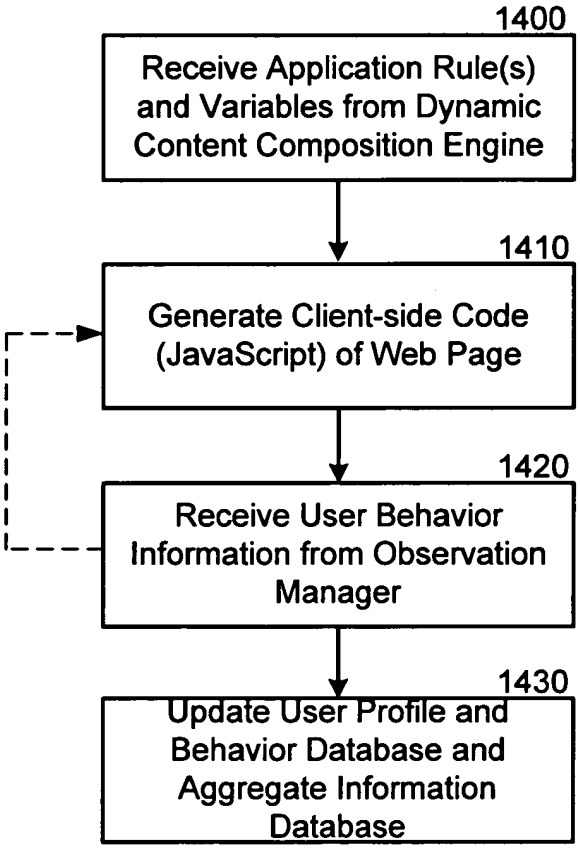

FIG. 12

OBSERVATION MANAGER

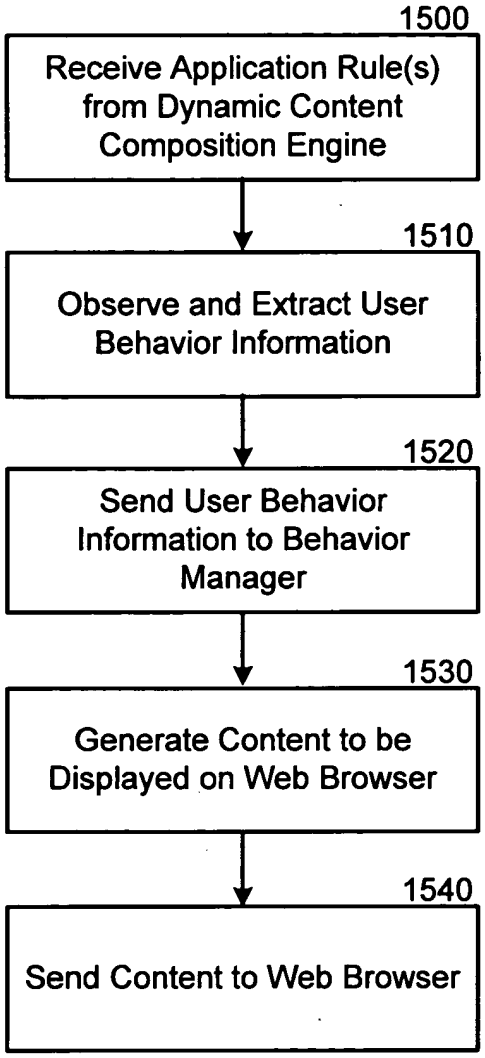

FIG. 13